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## MODULE 2 - What Is Graffiti?



- 2.1 Importance Of Removing Graffiti
- 2.2 Identifying Graffiti
- 2.3 Tools Used To Graffiti

Knowing how to remove graffiti is what your company does, but being an expert in the industry is your business. Through the remainder of this course you will learn the ins-and-outs of removing graffiti, selling points, and how to start your new service, but you will also come across a lot of people who want to talk about graffiti for various reasons. Having a vocabulary and knowledge of what is going on from the street side of graffiti is important, especially when you are talking to a potential client. You don't want to be in a position where you are selling your services, but your client knows more than you do about what is on their building. For example, if a customer calls you and says they have slap tags, and a large throw-up on their building, you will look more professional with your questions and answers if you've completed this Module and know what those are.

### 2.1 Importance Of Removing Graffiti

It is important for a property owner or manager to deal with their graffiti as soon as it happens. However, it is very common for a property owner or manager to have the thought process of "If I take it off, it will just come back again". This may be true, but when graffiti is left on a property it indicates to the tagging community that this is a good spot to place their graffiti. The longer graffiti stays on a property the more notoriety a tagger receives and the more likely they will tag that same property again. Also, graffiti tends to attract more graffiti. Other taggers will see the graffiti and will be more inclined to tag the property as well. It can become very competitive between taggers and soon a property will be covered with graffiti, each trying to outdo the other. This is how graffiti breeds more graffiti and is known as the *Broken Windows Theory*. Consider a building with a few broken windows. If the windows are not repaired, the tendency is for vandals to break a few more windows and so on. Graffiti does the same thing in that it will eventually attract other acts of vandalism and crime.

The sooner it is removed or fixed, the less likely it will happen again.

Graffiti that has been left alone will often have a spider web effect on the entire neighbourhood. When left on one property it will spread to the next, and to the next, and so on until eventually the whole neighbourhood has a graffiti problem. It is unfortunate to see one property owner or manager trying to stay on top of their graffiti problem with an immediate neighbour who doesn't care. The neighbour who is doing nothing to keep their property clean is actually making it much more difficult for the first property owner to manage their graffiti.

It's important to educate property owners and managers as to why it's important to remove graffiti as soon as possible. If you have a Graffiti Prevention Program (Module 5.2) on a property it's in your best interest to also try to get the same program on the neighbouring properties. The more buildings in an area that are on a program, the less graffiti will occur, or reoccur, on all of the properties.